

Baby Joy[®]

Keeps baby happy
Makes mother joyful

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Louis A. Boettiger COMPANY INC.

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31 FRANKLIN AVENUE
HEWLETT, L. I., NEW YORK 11557
(516) Franklin 4-6100

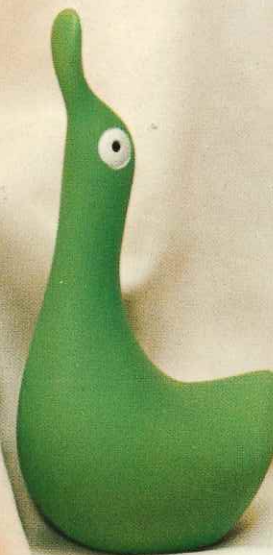
baby*joy Originals



No. BV-13 FLOATING SQUEEZE TOY ASSORTMENT
Fresh, attracting, new colors. Molded-in self whistle.



No. BV-12 MOUSE, OWL, PANDA ASSORTMENT
A bright, gay, adorable trio.



No. BV-15 MODERN CLASSICS ASSORTMENT
A major step forward in design. Molded-in self whistles.

No. BV-41 THE KIDS ASSORTMENT - Cute classics packed in poly bag with our famous header.

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babyjoy **Originals**

Made in U.S.A.

No. BV-31 ASSORTMENT
 6 Styles.
 Wide-Faced Charmers
 with Narrow Profiles.



No. BV-79 ASSORTMENT
 6 Styles.
 Tall and Terrific, Happy
 and Humorous.



No. BV-11 ELEPHANT CLUTCH BALL
 Sculptured for eye-appeal and feel-appeal. Assorted colors.

SQUEEZE TOYS WITH RECESSED
 SAFETY VOICES — CANNOT COME OUT!
 NON-TOXIC PAINTS.

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No. BV-10 PUPPY, LION, RACCOON
ASSORTMENT
Splashy, Gay and Colorful.



No. BV-26 ASSORTMENT
6 Styles.
Wide-Faced, Wide-Eyed Best Sellers.



No. BV-1416 ASSORTMENT
6 Styles.
Long Necks for Fast Grabbing
and Easy Loving.

SQUEEZE TOYS WITH RECESSED
SAFETY VOICES — CANNOT COME OUT!
NON-TOXIC PAINTS.



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No. 852 MAMA'ROO & ME TOO!
 Lovable duplicates . . . together and apart.
 Printed bag with plastic hanger.



No. 869 DIAPER U BANK.
 The industry classic. The most
 appealing bank ever created.
 Assorted colors.



No. 858 SECURITY SANDY
 Every baby should have a security blanket . . . and
 this beautiful doll has one made of the finest non-
 allergenic pile . . . just like a real baby's.



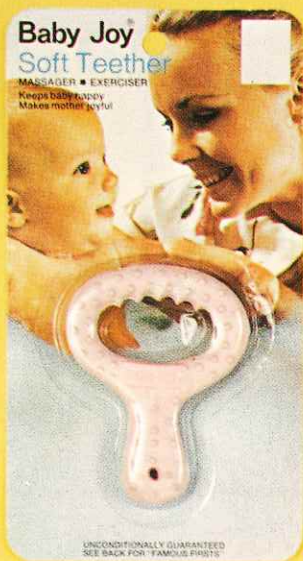
No. 41R THE KIDS
 Those cute kids in a printed bag . . .
 packed as illustrated.



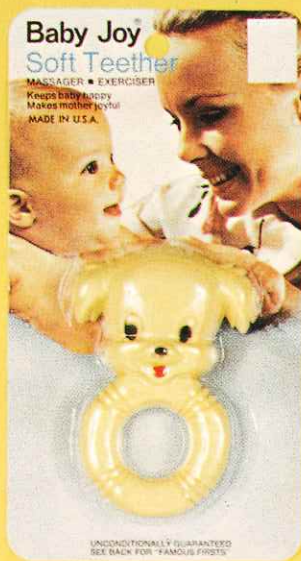
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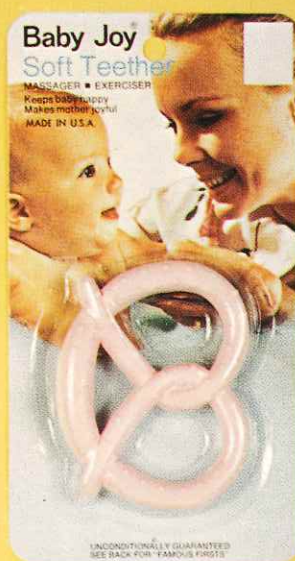
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No. 100 BABY BITE
Soft, virgin vinyl.
Assorted colors.



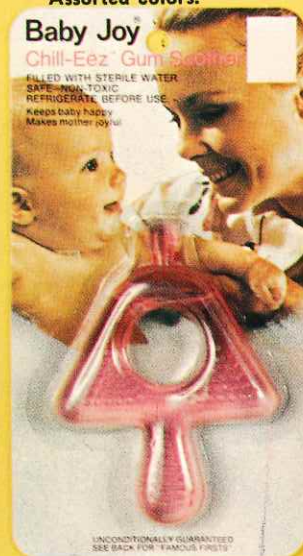
No. 101 DOG.
A happy, novelty teether.
Assorted colors.



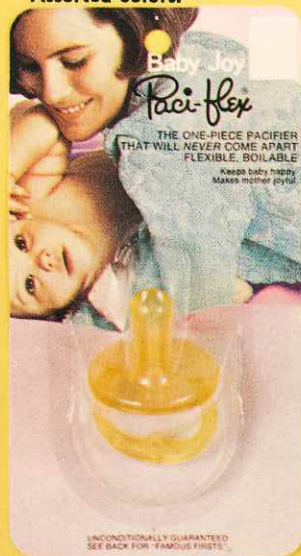
No. 102 PRETZEL
The best-selling teether ever made. Soft, virgin vinyl.



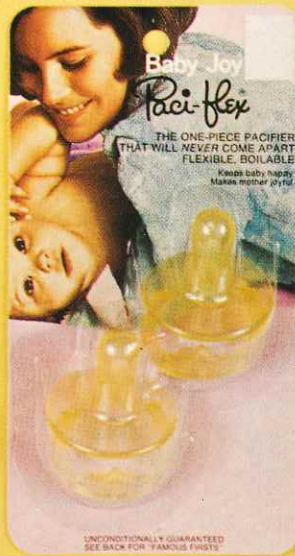
No. 103 LOVE
Today's teether for today's babies. Assorted colors.



No. 201 CHILL-EEZ
Cold compress teether.
Assorted shapes and colors.



No. 408 NUMBER ONE PACIFIER
The original completely one-piece pacifier. Can never come apart.



No. 410 NUMBER ONE TWIN PACK
Same pacifier as No. 408. Boilable. Non-gummy.



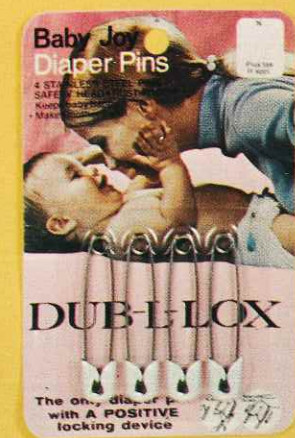
No. 411 ORTHO-FLEX PACIFIER
The popular orthodontic pacifier in a safe one-piece construction.



No. 181 FINE BABY COMB
Fine and extra fine teeth. Safe for baby's tender scalp.



No. 451 PLASTIC HEAD DIAPER PINS.
Hi-impact safety head on stainless steel pin.



No. 452 DUB-L-LOX PINS
The safest pin ever made. Sliding metal head.



No. 453 SCULPTURED DIAPER PINS
For dress-up time. Hi-impact safety head.



No. 511 KLINK KEYS
Non-toxic, lead-free chain.
Made in U.S.A.



No. 521 KLINK KLACKS
Brightest new colors. Large,
safe. Made in U.S.A.



No. 582 MIRROR RATTLE
Shatter proof plastic. Unbreakable
metal mirror. Made in U.S.A.



No. 600 TEETHING BEADS
Bright, safe and beautiful.



No. 605 GUM SAFE SPOON
Finest stainless steel. Made in U.S.A.
Assorted colors.



No. 606 TASTER TIP SPOON
U.S.A. stainless steel with
mother's own tasting bowl.



No. 612 SAFETY SCISSORS
Precision made in U.S.A.
Rounded tips. Curved blades.

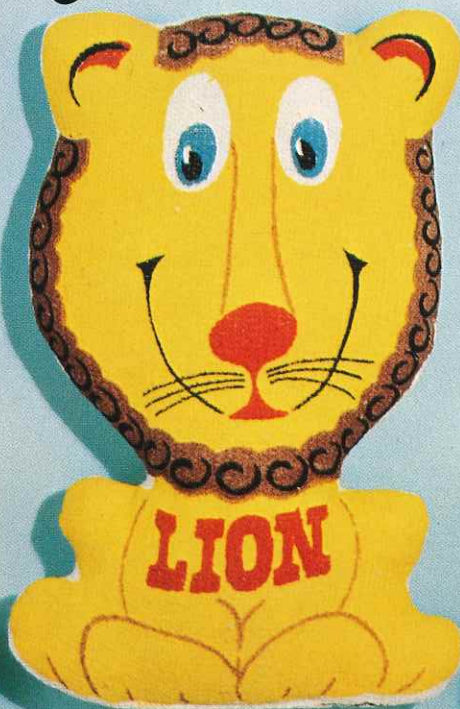


No. 817 SIT 'N' SIP
The best baby bottle straw.



No. 626 COMB & BRUSH SET
Soft nylon bristles. Assorted colors.

*baby*joy* Originals



No. 572 TERRY TOY ASSORTMENT
 Dog, Lion, Cat, Hammer, and Whatsit



LARGE, BRIGHT, INTRIGUING - - WITH SOMETHING FOR EVERY TASTE.
 STUFFED WITH ALL NEW POLYURETHANE FOAM. WASHABLE, FAST COLORS.

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No. 774 CLOWN SUCTION TOY
Hi-impact body. Squeezable soft
head with safety voice inside body.



No. 775 LION SUCTION TOY
Hi-impact plastic. Brightest,
non-toxic paints.

No. 774/5 - 6 each Nos. 774, 775



No. 766 SPINNING DAISIES
A bright, big and beautiful action
toy.

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No. 864 FLIPPER BATHTUB PUMP. Actually pumps up water from tub but keeps water inside tub. The most exciting bath toy since water itself.



No. 721 CRIB AND CARRIAGE TOY ASSORTMENT
New! Bright! Original! Safe! Hi-impact Plastic.



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No. 564 DELUXE RATTLE ASSORTMENT
Bright. Elegant. Sturdy. Flexible Handle.



No. 566 GROOVY RATTLE ASSORTMENT
The "Now" Rattles for "Now" Babies.
Flexible Handle.



No. 565 CAMEO RATTLE ASSORTMENT
Shatterproof Plastic. Flexible Handle.



No. 631 TRAINING CUP
Tempting Colors with clear
see-through lid.



No. 632 TRAINING CUP
Unbreakable polyethylene.
Snap-in, squeeze off lid.



No. 176 NYLON
BOTTLE BRUSH
Easy-grip handle.



No. 177 NYLON
NIPPLE BRUSH
Easy-grip handle.



No. 607 DELUXE STAINLESS
FORK & SPOON SET
Finest quality. Heavy gauge.



No. 642 INSTANT BIBBLES
The patented dribbler bib that makes all others obsolete. Priced
low enough to be disposable yet sturdy enough to be used over
and over.

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**Baby Joy
SIT'n SIP Baby Bottle Straw**
Baby Joy salutes The Joy of Your Baby

No. 617

Guarantee of Quality

Famous "Firsts" You Can Look Forward To.
The first step calls for cheers and a toast. Finally, your baby will stop imitating an animated mop. And after the dust settles, you will delight in his new mobility. There'll be times you'll regret this mobility, too! The first step is only the beginning of get-up-and-go and new problems that a joy to see him walk!

**Baby Joy
Gum-safe Spoon**

No. 605

Baby Joy salutes The Joy of Your Baby

Famous "Firsts" You Can Look Forward To.

The first time baby feeds himself will be a mixed and messy blessing. Watch carefully how he aims the spoon at his mouth and wobbles in for a landing somewhere south of his nose and north of his neck. Now that you don't have to feed him, you'll have lots of free time—to clean up after he feeds himself. What a joy!

**Baby Joy
Guarantee of Quality**

Baby Joy guarantees that this baby product has been manufactured under the most sanitary conditions possible and is of superior quality. If for any reason you are not completely satisfied with this product, please return it to us and we will replace it free of charge.

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HEWLETT, N.Y. 11557

**Baby Joy
Comb & Brush**
Baby Joy salutes The Joy of Your Baby

No. 626

Famous "Firsts" You Can Look Forward To.
The first haircut will identify you as a boy and your daughter maybe! With today's modern even grown-up boys have more than their sisters. And to keep a lock of hair from trimming. It's a "first" precious joy for the future!

**Baby Joy
Soft Teether**
Baby Joy salutes The Joy of Your Baby

Famous "Firsts" You Can Look Forward To.
The first tooth is the occasion for a grand coming-out party. It's the first tangible sign of baby growing up. Even though teething may be uncomfortable for baby and unnerving for you, it's a joyous experience to watch the baby's teeth sprout before your eyes.

**Baby Joy
Comb & Brush**
Baby Joy salutes The Joy of Your Baby

No. 626

Famous "Firsts" You Can Look Forward To.
The first haircut will identify your son as a boy and your daughter as a maybe! With today's modern even grown-up boys have more than their sisters.

**Baby Joy
Guarantee of Quality**

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